

Envision Carlsbad Citizens Committee

Minutes

March 23, 2011

1635 Faraday Avenue, Carlsbad
Room 173B

Committee Present

Primary Members

Eric Larsen (Chair)	Jim Farley (Vice-Chair)	Diane Proulx
Mike Howes	Jeannie Sprague-Bentley	Sean Bentley
Barbara Hamilton	Fred Sandquist	Robert Gates
Allen Sweet	Jeff Segall	John O'Reilly
Gina McBride	Hap L'Heureux	

Alternate Members

Jack Cumming	Tina Schmidt
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Absent: Kirk Cowles (Primary), Jim Comstock (Primary), Julie Baker (Primary), Greg Nelson (Primary), Glen Etherington (Alternate), Chris Korogi (Alternate), Sean Sexton (Alternate), Robert Nielsen (Alternate), Dr. Anne Spacie (Alternate), Jim Bradley (Alternate), Guy Roney (Alternate)

City of Carlsbad Staff

Gary Barberio – Community & Economic Development Director
Don Neu – City Planner
David de Cordova – Principal Planner
Jennifer Jesser – Senior Planner
Barbara Nedros – Administrative Assistant

Consultant

Rajeev Bhatia – Dyett & Bhatia

Public/other attendees – There were four members of the public present

Eric Larsen called the meeting to order at 6:01 p.m.

Eric Larsen indicated that the Committee would be looking at Working Paper #6 and it was the last working paper.

Before the review of the Working Paper the Committee looked at the next steps and calendaring for those for the upcoming meetings.

Eric Larsen introduced Working Paper #6 and Rajeev gave the Committee an introduction and went through the presentation.

The Committee then went on to discuss Working Paper #6

Eric Larsen adjourned the meeting at 8:38 p.m.

**Envision Carlsbad Citizens Committee
Working Paper #6: Existing Conditions and Issues Exploration:
Character and Connectedness; Neighborhood Revitalization,
Community Design and Livability
Wednesday, March 23, 2011**

Accessibility to Shops & Services

Question 1: How can walkability be improved for the city's neighborhood?

**Question 2: How can the city improve connectivity to basic services in new development?
Existing development?**

- Adding walking paths from shopping centers to residential areas
- Redevelopment of older shopping centers is an opportunity to provide more linkages and higher density.
- Need to address walking to work and schools
- As properties redeveloped, we could require them to invest in transportation such as shuttles, buses, walking, trails
- If it could be accommodated, more density in village to encourage walkability
- Cluster housing if it can be made attractive
- Need density to support stores
- City policy has isolated high density from commercial services
- Does it make sense to spend a lot of resources to build more walking connections if nobody uses them? Sounds nice but people don't have the time to walk; but if we don't do it now we preclude the ability in the future.
- There are certain areas we are not going to be able to put in walkways.
- Need to create incentives for people to walk.
- Need to designing projects to be more accessible from adjacent properties – no walls and paths between properties
- The City should be targeting the highest impact areas (where people are walking and biking) to make the best use of the financial resources
- People need a place to go. Need critical mass of commercial services; think of it as an afternoon trip with 2 or 3 stores, bank and a restaurant, etc.
- People tend to get in there cars to drive to where they want to walk.
- Need parking structure in Village, then people can walk
- Need to revitalize the Village – it looks like a 1960's TV set:
 - Need a workshop
 - Village is the area we can take all these ideas and do something with them

- Intersection of Rancho Santa Fe and Camino de los Coches there is no pedestrian access to that shopping center and the people did not want access. They wanted a wall to shield the area. There will be a lot of resistance to punching through walkways in some neighborhoods (NIMBY's).
- Plaza Camino Real area would be an area for higher density. There are opportunities to create pedestrian walkways from there to the downtown area
- Need interesting uses such as community gardens, pocket gardens, small play areas. Find interesting uses besides shopping.

Waterfront Issues

Question 3: How can the waterfront be “activated” to enable residents to better enjoy the beach?

Question 4: How does small town feel/beach community character translate into physical design?

Question 5: How can beach access be improved and where should new access points be created?

Question 6: What types of signage or way-finding elements might work best to “advertise” and orient visitors to the beach?

- The bluffs limit development along the waterfront; if people really want restaurants along the waterfront maybe we should build a pier.
- The City should have something for locals along Carlsbad Boulevard
- Put a pier at the end of Palomar Airport Road and realign the road. This is a great area for that
- Carlsbad Blvd realignment – need to make sure we get the desired uses – not just an expansion of the campground. Santa Monica Ocean Street is a good example.
- Pacific Coast Highway (Carlsbad Boulevard) is a barrier to providing access to the beach. Need to consider ways, like traffic calming, to improve access to the beach
- If we can't have restaurants on the beach, can they be placed on the second or third level of hotels to view the beach
- If we desire restaurants viewing the ocean in Carlsbad we need to find ways to encourage that and not hinder it
- Something like Encinitas's North Highway 101 Streetscape Plan would be a good program for Carlsbad Boulevard.
- Beach restroom attendants are needed; people would walk along beach more if there were nice amenities. There is a parking issue and maintenance issue for facilities.

- The least utilized area is the Tamarack parking lot, great piece of property and only used for parking. Parking is a bad use of land; could create space there by building a level above parking.
- Do not allow short term rentals along the beach area because that destroys the small town feel.
- If we would get a service to clean the beach on a weekly basis, like they do in La Jolla, that may encourage tourism and use of the beach
- Is there any reason why a recommendation can't be made to revisit the issue of the City taking responsibility for maintenance of the beach?
- Better street lighting would improve pedestrian safety and access to the beach area south of Cannon Road

Barrio Neighborhood

Question 7: What are the best strategies for revitalizing the Barrio, while celebrating the neighborhood's history and character?

- At the workshop, there seemed to be an openness to change.
- One thing that was heard at the workshop is that the most important activity centers are Lola's Market, Senior Center and Park. Two are fairly new and do not celebrate the culture and history of area
- If we are going to have higher density, residents are more willing to accept owner occupied townhomes or condos. They do not want apartments.
- Create more flexible standards for the area to allow things like front porches. One of the problems is because of the set back rules for parking, etc. There are a lot of compatibility problems.
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- Is the Barrio going to take a hit with the widening of I-5?
- People want to retain the culture of the area, revitalize but retain the culture
- Retaining the culture helps people stay connected to where their community came from
- Design standards should reflect the culture
- Some people did not want the Barrio Museum, they wanted a museum but in a different location. The people wanted a city museum and not a private museum
- Join Hands/Save-A-Life building has been there for a while. What can the City do? Does the City wait till it falls down. It should be something that helps that whole area.

Redevelopment and Revitalization

Question 8: How can we efficiently use land to accommodate future growth and support economic sustainability? What densities and building heights are appropriate?

Question 9: What revitalization efforts should be a focus in the short term and long term? How can developers and property owners be encouraged to invest in revitalizing their properties?

Question 10: Where should the city focus streetscape and gateway improvement efforts?

- Do we have a critical mass in the village? Are there enough people living there to take advantage of what we have there? Community focus is more on the Village than the rest of the city.
- There are a lot of parcels that are grouped together in the Village. Does the city have the ability to combine adjacent parcels to create larger areas for development
- What ability does the city have to act as an arbiter to try and improve the facilities? Is it possible to get the owners to work in partnership with the city to revitalize that area – sharing of the cost?
- A lot of work has been done in the village in terms of future planning. We should use some of the work that has been completed in this process
- We have to let the economy pick up. People can't get loans to build the projects and people can't get loans to buy the projects once they are built
- There is an opportunity for more high density housing by Laguna Drive.
- If we focused our efforts closer to the train station and didn't draw the line all the way up to Laguna, but stayed in a 6 to 8 block area around the trains, then maybe we could have more happen there
- Maybe we should think about mixed use with commercial on the bottom, office in the middle and residential on the top. Office seems like it is a good buffer between commercial and the residential
- Problem in village is parking. It is a restriction on businesses coming in, especially restaurants.
- Need to do more to attract businesses. We have a lot of empty office space and we need to incorporate that into the planning. We cannot just rely on the economy coming back.
- In mixed use, the commercial space on the first floor is far too small. The entire bottom floor should be one commercial tenant to make it viable
- Need to address community character with infill development; consider density, curbs and gutters (some areas don't have them). In new development will they be required to put in curbs and gutters or could they do alternatives, such as vegetated swales for storm water runoff.

- The mall has huge opportunity for a more urban environment. Could have underground parking, indoor/outdoor shopping with residential near. You could walk to store, theater, etc. where everything is all in one space
- Need more places to eat in the industrial areas
- Ponto area should be a priority. The train station is near, and there are projects planned there and the realignment of Carlsbad Blvd
- Should look at putting high density/low-income housing in the industrial/research park areas where they could get public transit and/or walk to work
- Vons center in La Costa is an opportunity area
- Need more senior housing and assisted living near commercial services